IN THE CLAIMS

Please amend claims 35. 40. 47. 55, 58 and 60 as follows:

35. An apparatus, comprising:

means for storing a plurality of content records:

means for accessing the content records;

means for storing a persistent user-specific profile:

means for relating content records with a stored user profile:

means for presenting to the user the related content records:

means for receiving a user feedback on said relation: and

means for updating the user profile based on said the feedback.

40.   A method. comprising:

storing a plurality of content records;

storing a persistent user-specific profile;

receiving a user request for content records:

relating content records with a stored user profile; and

presenting to the user the related content records.

47. A method. comprising the steps of:

automatically generating a user-specific profile representing an interest summary based on a history of access to objects: and

persistently storing the user profile in memory.

55.   An apparatus, comprising:

means for automatically generating a user-specific profile representing an interest summary based on a history of access to objects: and

a memory for persistently storing the user profile.

58.   A system. comprising:

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a persistent customer profile, said customer profile indicating a respective customer's preferences for data:

means for monitoring a history of data objects accessed by the customer; and

means for automatically updating the customer profile in accordance with content profiles accessed by the customer to automatically update the customer profile to represent the customer's preferences.

60.   (Amended) The system according to claim 58, for scheduling customer access to video programs received from a video head end, further comprising:

content profiles for each video program available for viewing, said content profiles indicating [the] a degree of content [of said] for predetermined characteristics in each video program;

wherein:

at least one customer profile for each customer of said video programs is provided, said customer profile indicating the customer's preferences for predetermined characteristics of the video programs;

said means for monitoring monitors which video programs are actually viewed by each customer: and

said means for updating updates, without input from each customer, each customer profile in accordance with the content profiles of the video programs actually viewed by that customer to automatically update each customer's actual preferences for said predetermined characteristics.

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